

THE Lubbock

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*"The People
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ENTERTAINER

VOL. I NO. II

JANUARY 1986



*American Music Popular
Among Mexico's Youth*

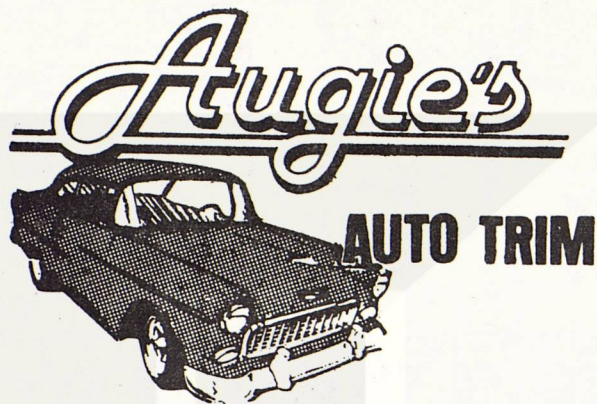
*Music Company
Offers Relief*

*New Hispanic
Disco in Town*

*Staying Up
With the ZZs*

*Sixth Annual Tejano
Awards Slated*

*The Making Of A
Nightclub Owner*



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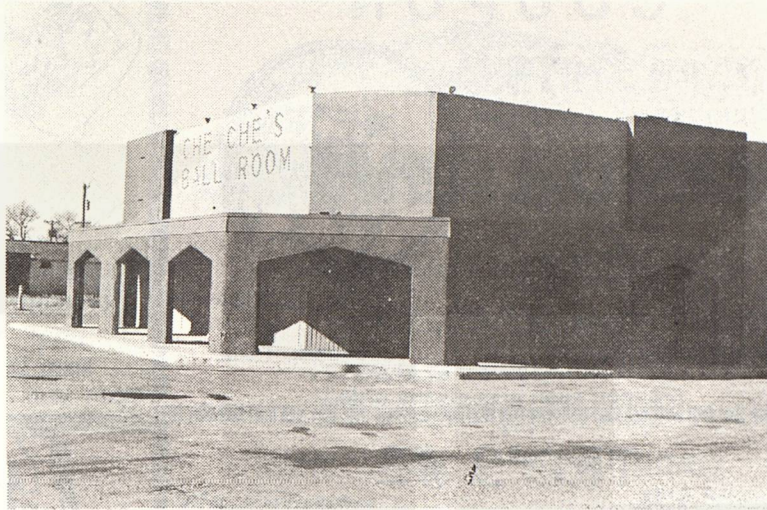
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CHE-CHE FLORES **The Making Of** **A Nightclub Owner**

by Leandro Rivera
The Lubbock Entertainer

Joe "Che-Che" Flores, born in Von, New Mexico but raised in Lubbock, experimented with the club business in the beginning as a result of his desire to pursue a living with a future.

Like everyone else at the time, Joe had obtained a job out of necessity to support his family.

Before venturing into the club business, Joe had worked for Farmers Co-op Compress in Lubbock where he worked for 19 consecutive years. But having such a secure job was not enough for Joe. He was looking for a future - a future where he could work and build for himself.

"I realized I wasn't getting any younger," Joe explains.

"I was content with a secure job but I couldn't see a future. I couldn't see going beyond what I had already accomplished at that time. Solo que decidi hacer algo," he further stated.

In pursuing that obvious "algo", Joe purchased a small building located on the northeast corner of the 4th st and avenue H intersection in 1971 and established the Cuchi Cuchi Club.

He hired a manager and operated the club while continuing with his job at the compress.

After a few months of operation, Joe requested a year leave-of-absence from work and managed the club himself. Thereafter, he realized a considerable increase in profits.

"Upon running the club myself, I found I was earning more money with the club than I had earned with my job," Joe explained.

"It was then that I decided to devote myself to my business, he added.

Joe sold the Cuchi Cuchi Club in 1973 and purchased the Palomino Club (which later became El Tropical) shortly thereafter. In 1978, Joe

sold the Palomino club to purchase El Camaron-sito (presently Margie's Place) and operated the new business for a short 6 months before re-selling it. A year later, Joe bought the building for what is now Che-Che's Ballroom, and with a concentrated effort managed to pay "lock, stock, & barrel" within the proceeding three consecutive years. Today Che-Che's Ballroom is probably the only Hispanic owned club in Lubbock which is solely Hispanic owned and paid in full.

Joe's marriage to Elodia awarded him with three children; Israel (8 yrs), Jolina Marie (6 yrs), and Ponsiano (2 yrs). Elodia also supports and contributes to the family business.

Che-Che's caters to the norteño (accordion) music lovers. It supports and sponsors efforts of such groups as El Grupo Internacional de Ricky Y Joe Martinez, and limits no restrictions on dress codes as implemented by other clubs in the area.

"I don't believe in discriminating," Joe states, "the only requirement I foresee is that everyone be fully clothed."

Che-Che's frequently participates with community service organizations and disaster emergency relief programs such as the Baby Ruby project and the Mexican Earthquake disaster.

It develops such incentives for its customers as battle-of-the-bands contests, various dance contests (such as cumbia contests & guapango contests), beer can straw speed drinking contests and others.

Che-Che's Ballroom attracts such local acts as Los Arenales, Los Viciosos, El Grupo Internacional de Ricky y Joe Martinez, and Epifanio Ochoa.

Professional road groups appearing at Che-Che's Ballroom have included David Lee Garza y Los Musicales, Los Dos Gilbertos, Flaco Jimenez, Carlos Miranda, June P. Garcia y El Conjunto Madrigal, Mingo Saldiva, Los Madrugadores del Valle, Los Mañaneros de Nuevo Leon, Angel Flores, Juan Ramos y Los Principes, and many more.

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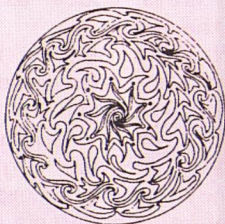
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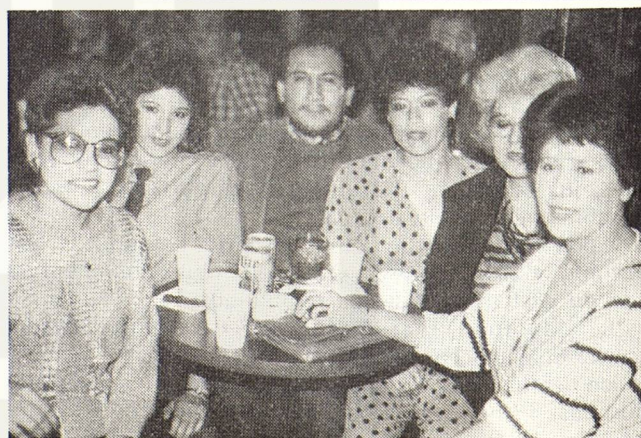
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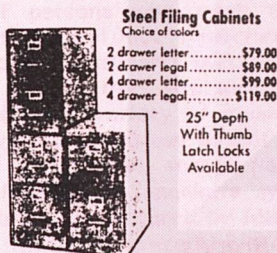
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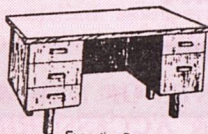
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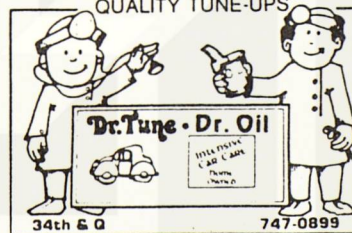
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Whitson Music Company Snidely Whiplash's Pawn Shop Offers Relief to Musicians' Needs

by Leandro Rivera
The Lubbock Entertainer

Snidely Whiplash's Pawn Shop located at 2315 4th street in Lubbock, Texas initially opened its doors for business in 1977 to serve the Lubbock community with its quick easy emergency loan and pawn service.

With years of observation, Wayne Whitson - proprietor for the establishment - decided to fulfill a need for West Texas musicians and professional road musicians as well who dashed in and out of Lubbock with their profession.

In 1981 Wayne Whitson established the Whitson Music Co. and merged it with the Snidely Whiplash's Pawn Shop at the same 4th street location in Lubbock.

Although Wayne has been affiliated with music most of his life, he is now associated with the business more so than ever before.

Wayne carefully selected an efficient sales staff. The sales staff with careful consideration was compiled of persons who were not only qualified salespersons in general but musicians who understood and related to the musician's specific needs.

Today the Whitson/Snidely Whiplash establishment offers a variety of musical instruments and accessories both new and use to suit any budget.

Among the many name brands, the Whitson Co. offers PA's, speakers systems, guitar amps, and monitors manufactured by Mako, Crate, and K.M.D.

Whitsons presently stocks over 250 new and used acoustic and electric guitars of various manufacturers which include Takamine, Yamaha, and Fender. In addition Whitsons is presently introducing their line of new left-handed electric guitars made by Fender.

The guitarist who prefers the bajo sexto for the um-pahs-pahs and the polka um-pahs of the traditional conjunto norteño may now look no further than Lubbock, Texas to obtain his bajo sexto. Whitsons offers bajo sexto by Guerrero imported from Mexico. Furthermore, the company offers custom built McCormick bajo sextos produced locally. Bajo sextos are available in both 10 strings and 12 strings.

The Whitson Music Co. stocks the guitarron; a large bulky acoustic bass guitar most widely used by the traditional Mexican mariaches. Whitsons is probably the only music store in the entire vast West Texas area to stock such an instrument. Other string instruments available include violin and banjos.

Whitsons is no doubt a drummers paradise as well. There he can find preferred discounted prices on new drum and trap sets by CB-700, used sets by Pearl, cymbals (by Camber, CB-700, & Zildjian), drum sticks by ProMark & CB-700, and drum heads by Remo.

Casio and Vontempe keyboard instruments are also available.

The many accessories available include tuners, tuning keys, electric drums, an array of effects pedals which include the Arion line, microphones by Shure & Sony, mic stands (standard & boom), percussion, guitar straps, picks, cords, and strings by GHS. Strings for violins, ukeleles, banjos, and bajo sextos are also kept in stock daily.

In-house store financing is one of the most attractive features of the Whitson Music Co. for musicians all over. With approved credit, one may receive speedy

The Lubbock Entertainer, January 1986

instant on-the-spot financing without excessive "red tape" and arranged so that payments are made directly to the music store. Students may purchase band instruments on the Rent Purchase Plan with no interest rate charge! Lay-away plans are also encouraged.

Educational video cassette courses for as many as 9 different string instruments are also available. Professional music instructors take you thru the course step-by-step at your own pace.

Groups and artists serviced by Whitsons include Iron Maiden, Eddie Money, The Lotions, Grupo Majesta, Joe Ely, Josepha, The Charlie Daniels Band, Los Viciosos, La Presencia, and many other professional road and local groups too numerous to mention.

As you can see, the Whitson/Snidely Whiplash organization is the musicians' paradise when it comes to purchasing, trading, and/or repairing musical instruments.

"We strive to satisfy our customers and fulfill our commitment," Wayne emphasized, "if we don't have it we'll order it!"

Aside from the array of musical instruments the unique merger of the Whitson Music Co. and Snidely Whiplash's Pawn Shop also offers jewelry, TVs, watches, cameras, tools, guns, rifles, and many more items.

"Bronco" Billy Whitson, Wayne Whitson, Chuck Harrison, and Herb Waits make up the expert sales staff readily available to serve your every need.

Visit their location of 2315 4th street in Lubbock. You're apt to find your needs at the right prices. While you're there ask Wayne about his Micky Mouse Drums. Who knows you might even find **Herb** while everyone else is still looking.



(Top) Wayne Whitson, (Middle Left) Herb Waits, (Middle Right) Billy Whitson & (Bottom) Chuck Harrison.

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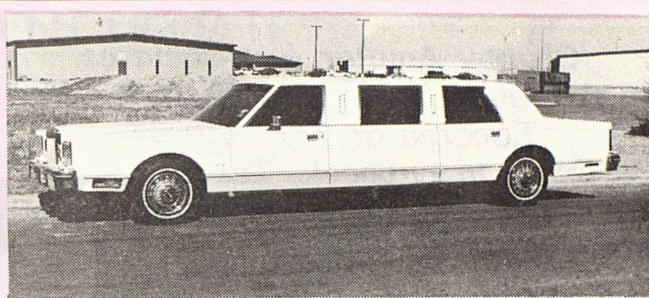
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January 26, Los Rieleros Del Norte

February 1, Mingo Saldivar

February 2, Mingo Saldivar

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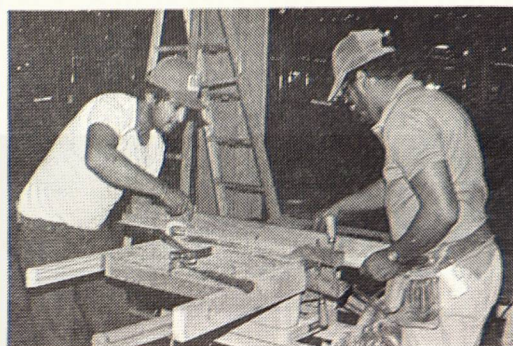
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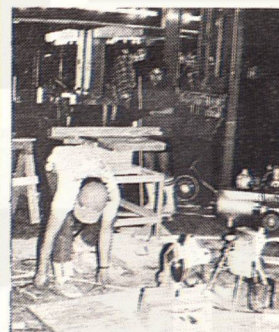
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| January 26 | 1:00-1:30 pm |
| February 2 | 1:00-2:00 pm |
| February 9 | 1:00-2:00 pm |
| February 16 | 1:00-1:30 pm |
| February 23 | 12:00-12:30 pm |
| March 2 | 1:00-2:00 pm |
| March 9 | 1:00-2:00 pm |
| March 16 | 12:00-12:30 pm |
| March 23 | 1:00-2:00 pm |
| March 30 | 1:00-2:00 pm |



Busy Crew
Remodels La Paloma Club



**New Hispanic Club
Opens Doors**

An estimated 380 persons attended the grand opening gala held January 17 at the newest disco club in Lubbock in an effort to submit their suggestions to the club's "new business title" contest. The selected title will award \$100 to some lucky winner.

Jay Toucet, manager for the club, indicated there were just as many suggestions submitted.

The new club, formerly la Paloma, is owned by Chubby Aguilar, Roger Aguilar, Johnny Aguilar and Rocky Rodriguez.

Special thanks are extended to the following for their support and devotion in preparing the 711 34th street club facility for the public;

Rudy Valles & Crew
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Albert Carraveo
Martin Reyes
Lando Jurado
Carlos "Charlie" Rivera
Mike Cervantes
Tony Vaughn
Donna Carrasco
Fred Gallagher

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Robert Aguilar
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Pete Lopez
Tacho Tijerina
Alice Vasquez
Joe Duran
La Paloma Staff

ENTERTAINMENT UPDATE

LOS VICIOSOS

Los Viciosos are off spreading their "party fever" to local clubs once again.

In Jan, they'll be appearing at the Longhorn Club on the 18th, 25th & 26th; they will appear at Che-Che's Ballroom on the 19th; and Gamblers Club on the 24th & 29th.

In Feb, the "fever" will hit Sylvia's Place on the 1st; Gamblers on the 5th, 9th & 19th; the Blueroom Club on the 7th, 14th (valentines) & 21st; Longhorn on the 8th, 12th & 23rd; and will head out to the Rattlesnake Club in Post, Texas on the 22nd.

GRUPO MAJESTA

Catch Willie Ramirez, Joe Villela, Robert Villela, Lencho Torres, and Ray Valdez this month at their best at Gamblers on the 24th, 25th & 26th. They'll be providing entertainment to Amarillo fans at the Avalon II Club in Amarillo on the 24th.

In Feb, you can catch their act if you've been invited to the Feb 8th wedding celebration at Sir Williams and/or the Feb 22 wedding at the Merchants Building. Their Valentines party will be taken to the Top Forty Club in Snyder, Texas.

EL GRUPO INTERNACIONAL de Ricky y Joe Martinez

January opportunities to dance to the popular group of Ricky & Joe Martinez are the following; Levelland Tip Top Club of Nick Tienda on the 18th & 26th; Longhorn Club on the 19th; Gamblers Club on the 22nd; the Blueroom Club on the 24th; and DJ's Club in Plainview on the 25th.

In Feb, you can party Grupo Internacional style at: Gamblers on the 2nd, 6th, 7th, 13th, 20th, 21st, 26th & 27th; El Fronteriso on the 8th; Longhorn on the 14th; a private wedding celebration at the Holiday Inn on the 15th; and Che-Che's Ballroom on the 16th.

EL GRUPO LA PRESENCIA

Despite their schedule to record their

first release next month, La Presencia will appear at a private Quinceañera celebration at the Holiday Inn Feb 1st; Big Spring's El Verdadero Club Feb 8th; and the National Guard private wedding celebration Feb 15.

CHE-CHE'S BALLROOM

Among the many acts Che-Che's presents each week, you'll find Los Viciosos there Jan 19th & 31st. El Grupo Internacional de Ricky y Joe Martinez is scheduled to appear there Feb 16th.

Che-Che's is presently working on scheduling such popular acts as Henry Zimmerly and others. You may contact Joe Flores at - 744-9293 for finalized schedule updates.

THE ATLANTIC CLUB

The Atlantic Club has scheduled another benefit for the Baby Ruby Trust Fund on Thursday, Jan 23rd. Although Thursdays is normally Ladies Night with no cover for unescorted ladies, a \$2 or more donation is encouraged. The Male Review Show is still scheduled for 8:30 pm.

Check out the Male Review Shows each Thursday nite and "Putting on the Hits" lip sing contest each Friday. For further information see advertisement this issue or call Danny Aleman at 762-4249

EL FRONTERISO

"El Palacio de Los Bailes Norteños" de Pete Guajardo will present Los Rieleros Del Norte on the 25th & 26th of Jan. Mingo Saldivar will be the featured highlight Feb 1st & 2nd.

El Fronteriso is a BYOB establishment where you can bring your own beverages (beer & liquor) and your coolers. So don't forget to stock up before the dance at Guajardo's Package store right in front of the ballroom facility.

El Fronteriso brings you top recording artists each weekend. For further information contact Pete Guajardo at 745-9968 or 745-6967.

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Staying Up With The ZZs

Houston's Billy Gibbons and Dallas' Dusty Hill and Frank Beard are better known as ZZ Top to rock and roll fans. Those same fans may have wondered what happened to the "boys from Texas" since their *Eliminator* album.

Released in 1983, *Elininator* was one of the most successful releases in Warner Bros. history. Domestic sales topped 5 million, with international sales topping 3 million.

Now comes *Afterburner*, the 10th ZZ Top LP within a period of 15 years with a debut single, "Sleeping Bag," already doing well on domestic charts.

The trio is planning a tour of North America, the Far East and Europe. Several Texas dates are included in the tour plans.



ENGLISH MUSIC POPULAR AMONG MEXICO'S YOUTH

In case you are wondering what a discotheque may be like in Mexico you need not look no further than your very own neighborhood discos here in the United States.

Although one here may expect disco music in Mexico to be similar but perhaps translated to Spanish by Spanish and/or Mexican artists, you would probably feel right at home upon visiting a typical video bar and discotheque in Monterey, Mexico.

Mexico's youth are pursuing the varied video concerts that include presentations of such U.S. artists as Bruce Springsteen, Madonna, Phil Collins, Sade, Rod Stewart, Santana, Stevie Wonder, the Eurythmics and others just as they are produced in English. Despite that not everyone understands the English lyrics, the non-stop rock following is loving it.

Mexican nationals expressed they don't think of it as "Gringo" music. They just like the music with priority on the beat more so than the actual message of the recordings.

Monterey music buffs can now view three music video programs a day that offer the latest American and British releases. The fortunate ones with satellites in the wealthy suburbs get nonstop MTV.

Radio listeners simply switch the dial on their radio stereos to receive an assortment of English-language rock music which swarms the air waves just as in the U.S. while record stores are distributing and promoting the most popular releases.



Pablo Flores

Entertainer of the Month

*From all your family and friends back home
in Lubbock - Missing You!*



(Top left) Los Viciosos at Che-Che's;(Top middle) Johnny Aguilar at the new paloma club;(Top right) Billy Whitson sells at Whitson's Music Co;(Lower left - left to right) Lupe Moreno & Delia Villreal at Che-Che's;(lower right) Ricky Hernandez is a recent addition to the Che-Che's Staff.



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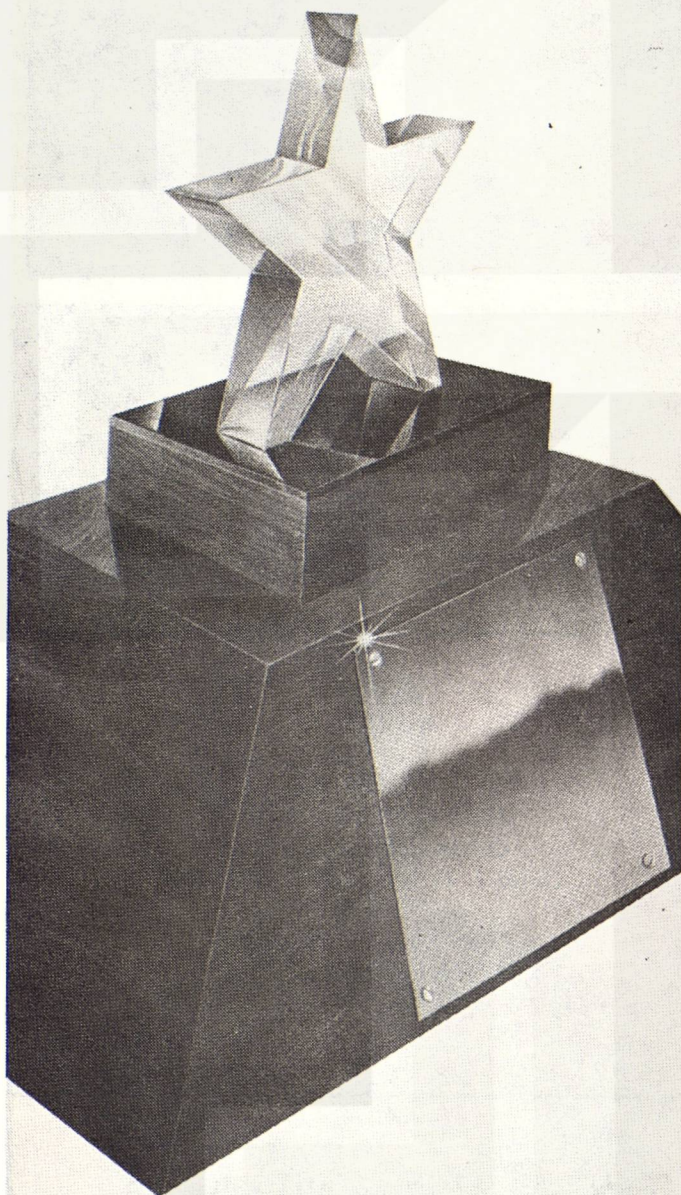
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TEJANO MUSIC AWARDS

Slated



The sixth annual Tejano Music Awards, sponsored by Texas Talent Musicians Association (TTMA), the City of San Antonio, Anheuser Busch (Budweiser), and Coca Cola, has been scheduled for March 9, 1986 and will be held at the San Antonio Convention Center Arena this year.

The Tejano Music Awards continues to recognize, appreciate and document achievements and contributions to the Tejano Onda, a unique blend of Spanish music which incorporates ele-

ments of boleros, cumbias, and polkas with contemporary influences of jazz, country, rock, and rythum & blues. The event will undoubtedly create a new awareness and appreciation for the Hispanic songwriter, composer, performer and musician, which will transcend cultural boundaries. This will promote a format for a better understanding within a diversified ethnic population.

This year's convention of Tejano artists will be video taped and aired via television to serve a larger audience throughout the United States, Puerto Rico, and Mexico. More than 28 radio and 44 television stations in Texas and surrounding states are expected to broadcast coverage of the event through syndication. The event will be transmitted via the syndicated Texas Talent Radio Show, a weekly one-hour show hosted by "Mr. Totally Tejano" Lee Garza. The syndicated Val de la O Show will carry the television broadcast.

TTMA Executive Director Rudy Trevino recently announced that more than 300,000 ballots have been distributed statewide. The public is encouraged to vote for recording artists considered best in as many as eleven categories which include male and female vocalists of the year, single and album of the year, songwriter of the year, and others.

Ballots for West Texans may be obtained from KTLK Radio located at 3215 34th Street in Lubbock. You too may vote for your favorite musician, composer, performer and/or entertainer. **Deadline for submitting ballots is January 25th and only one ballot per person is allowed.**

Through the years the awards have honored such top artists as Little Joe y La Familia, Roberto Pulido, Oscar, Leonard y La Mafia, Mazz, Laura Canales, Johnny Hernandez and many others.

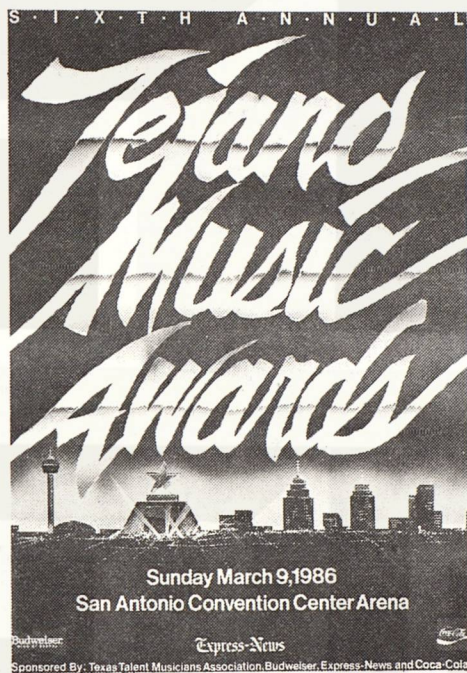
Austin's Ruben and Alfonso Ramos and the Texas Revolution Band will headline the special dance/banquet on Feb. 19 at the Convention Center in Dallas where TTMA officials will announce the top three nominees in each of the 11 categories. La Sombra de Chicago will also perform.

Houston's La Mafia is expected to headline a full evening of entertainment at the March 9 awards ceremony in San Antonio. Tickets for the event range from \$10 to \$20.

The Texas Talent Musicians Association, a relatively new tax-exempt non-profit organization, was born because of the necessity to promote excellence in the music industry and to facilitate a better understanding of cultural and artistic efforts within a diverse ethnic population through the process of educational, social, and charitable activities. This activity is designed to create awareness of the rich cultural heritage of the Tejano community through artistic efforts in the music field.

The associations objectives are to sponsor public forums for songwriters, composers, arrangers, performers and entertainers.

**PICK-UP YOUR
TEJANO MUSIC AWARDS BALLOT AT KTLK
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FOR THE BEST IN '85**



Deadline: January 25, 1986
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